

# [INVITATION]



## Strengthening the Seaweed Value Chain: Successes of the Republic of Korea in the Global Seaweed Market



**Wednesday, March 13, 2024 II 6:00-7:30 a.m. EST (Washington, D.C.)**

**7:00-8:30 p.m. KST (Seoul) II 10-11:30 a.m. GMT (London)**

**[Webinar registration](#)**

(For External Participants)

*\*External participants can join directly on the Zoom link below at the time of the event*

**Join Online**

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<https://worldbankgroup.zoom.us/j/95702588202?pwd=TFduRXBXMTZSaGE3VDVVSndiejBBZz09>

**Meeting ID: 957 0258 8202**  
**Passcode: .m2mrjFVc%**

The Republic of Korea [ranks first in the world with a 70.6% share of the global dried seaweed market](#), which is valued at \$918 million dollars. Seaweed Production in the country increased an average of 7.1% a year from 370,000 tons in 2000 to [1.73 million tons in 2022](#). Exports have grown at an average annual rate of [8% over the past 10 years](#), while the number of importing countries almost [doubled from 64 in 2010 to 124 in 2023](#). The scale of this success shows the tremendous benefits of strategic management of the seaweed value chain, shining a spotlight on exemplary production, distribution, marketing and export strategies for other countries seeking to expand into the sector.

The [Ministry of Oceans and Fisheries of the Republic of Korea](#) provides comprehensive support for the sector through concrete and systemic nurturing of seaweed products, especially nutritious laver, which is used extensively in culinary products. With advanced and well disseminated seaweed production policies, technology, and infrastructure, the industry also features an impressive framework for building adaptive measures and resilience to climate change and marine pollution.

Seaweed marketing and effective distribution is also a major focus of research at Republic of Korea's [Pukyong National University](#) in Busan, helping to raise awareness, shaping

perceptions of consumers, which ultimately contributes to higher seaweed profits. Strategic seaweed marketing has supported efforts to effectively penetrate the global market, showcasing the wide range of benefits available from seaweed, shifting perceptions and raising awareness of its value.

In this context, the World Bank Group [Aqualvest Platform](#), funded by the [PROBLUE](#) Multi-Donor Trust Fund and [Korea-World Bank Group Partnership](#) Facility (KWPF) is hosting a webinar. Seaweed experts from the Republic of Korea will share insights into how they have positioned the country as one of the top seaweed producers in the world, and how other seaweed producing countries can draw lessons from its success.

## AGENDA

### Chair and Moderator

**Christopher Ian Brett**, Lead Agribusiness Specialist, Agriculture & Food Global Practice, The World Bank

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### Opening remarks

**Julian Lampietti**, Practice Manager, Global Engagement, Agriculture and Food Global Practice, The World Bank

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### Presentations

**Mr. Lyu Jiho**, Deputy Director Aquaculture Industry Division, The Ministry of Oceans and Fisheries, Republic of Korea (ROK)

**Professor Ji-Ung Kim**, Pukyong National University, Republic of Korea (ROK)

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### Discussant

**Dr. Flower E. Msuya**, Zanzibar Seaweed Cluster Initiative & SeaPower, Tanzania

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### Question and Answer

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**Harrison Charo-Karisa**, Senior Fisheries Specialist (Aquaculture), Environment, Natural Resources & Blue Economy Global Practice, The World Bank

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### Closing Remarks

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**Christopher Ian Brett**, Lead Agribusiness Specialist, Agriculture & Food Global Practice, The World Bank

## SPEAKERS' BIOS:



**Julian Lampietti** is the Manager for Global Engagement in the Agriculture and Food Global Practice and Adjunct Professor in the School of Foreign Service at Georgetown University. His World Bank responsibilities include strategic planning, donor outreach, and oversight for global knowledge and advisory programs in Agriculture and Food. Previously, he managed the Agriculture and Food program in the Middle East, North Africa, Eastern Europe and Central Asia. Julian was formerly based in Buenos Aires, Argentina and he has published books and journal articles on a broad range of topics including poverty, economics, agriculture, food security, logistics, and energy. At Georgetown University he teaches a course in Food Systems Transformation. Julian has a PhD in Public Policy from the University of North Carolina at Chapel Hill and a Master's in Natural Resources Economics from Duke University.



**Lyu Ji-ho** is the Deputy Director of the aquaculture industry division of the Ministry of Oceans and Fisheries (MOF) of the Republic of Korea.

MOF holds significant importance, particularly on a global scale, due to its pivotal role in promoting and regulating the seaweed industry. Korea is a world leader in seaweed cultivation and consumption, with a rich tradition of seaweed farming dating back centuries. As such, the MOF plays a crucial role in ensuring the sustainability, quality, and global competitiveness of Korean seaweed products.

Since joining the Ministry of Oceans and Fisheries in 2018, he has participated in the establishment of mid- to long-term plans such as strategies for promoting smart maritime and fisheries technology and the 3rd Basic Plan for Development of Maritime and Fisheries Industry. Currently, his duties are to promote the production of aquaculture and fisheries products and to promote the recycling of fishery byproducts.



**Professor Ji-Ung Kim** is a distinguished expert in seafood and fisheries marketing and distribution. Holding a Ph.D. in Management from Pukyong National University (PKNU), he currently serves as a professor at the university's renowned Global Fisheries Department. PKNU is located in Busan, where most of the crucial fisheries institutions are located, and stands out globally for its excellence in fisheries and seaweed studies, boasting a rich tradition of research and innovation in these fields.

Pukyong University's reputation in fisheries and seaweed research is widely acclaimed, with its Global Fisheries department being a leader in the field. The university's commitment to excellence and its collaborative research approach have contributed significantly to advancements in the seafood and seaweed industries.

His expertise aligns with ultimately contributing to the growth and sustainability of the industry while addressing pressing food sustainability challenges. His work aims to the development of relevant venture blue food companies and stresses the importance of establishing a supportive ecosystem through foundation creation. Professor Kim highlights the potential of utilizing

seaweed-based products and plant-based alternatives, particularly in catering to eco-conscious consumers.



**Dr. Flower Msuya** is a Freelance Senior Researcher and Consultant and expert in seaweed aquaculture with over 30 years of experience. She has researched on various aspects of seaweed aquaculture including livelihood development, climate change, health issues and marketing. Dr. Msuya worked with the University of Dar es Salaam for over 30 years and is the Founder and Chairperson of the Zanzibar Seaweed Cluster Initiative in Tanzania where she links farmers and small-scale processors to research, government and private sector. Dr. Msuya produced the first seaweed value-added product in Tanzania in 2006, products that are currently marketed all over Eastern Africa. She is also engaged in developing climate-smart farming technologies to farm seaweed in deep waters to curb the impact of climate change.



**Chris Brett** was appointed as the Lead Agribusiness Specialist with the World Bank in November 2016 and joined the Agriculture and Food Global Agricultural Practice, based in Washington DC. He has a master's degree in management for Agricultural Development from Cranfield University in the United Kingdom. He has more than thirty years' experience working within the public private and voluntary sectors in Africa, Asia, and Latin America.



**Dr Harrison Charo Karisa** is a Senior Fisheries Specialist (Aquaculture) at the World Bank Group. Currently engaged in global efforts of the Aquabusiness Investment Advisory Platform to support governments and private sector to assist aquaculture development, strengthen livelihoods, and enhance food and nutrition security. He Holds a PhD in Animal Sciences (Fish Breeding, Genetics and Aquaculture) from Wageningen University

of Life Sciences, in the Netherlands and an MSc in Biodiversity from Swedish Agricultural University, Sweden.

This webinar is part of the [AquaInvest Platform](#) supported by PROBLUE and KWPF, which offers World Bank Group staff and external experts the opportunity to learn about blue economy tools and activities. **PROBLUE** is the World Bank's blue economy program that supports a sustainable and integrated development of marine and coastal resources in healthy oceans.

**For any questions about the event please contact: [aquainvest@worldbank.org](mailto:aquainvest@worldbank.org) or [vprasad@worldbank.org](mailto:vprasad@worldbank.org)**

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